

Outlook

THE UNIVERSITY OF MARYLAND FACULTY AND STAFF WEEKLY NEWSPAPER

Volume 13 • Number 1 • September 1, 1998

Honors is Ivy
League Bargain,
page 7

CPS Day of Service,
page 8



Welcome the Motes to Maryland

It's a long way from California to College Park, but President C.D. Mote Jr. and his wife, Patsy, have made the move to their new East Coast home. The university's first couple arrived on campus yesterday and began the process of unpacking and settling into their new presidential digs. Today officially marks President Mote's first day on the new job.

To welcome the Motes to campus, the Student Government Association and the Office of Campus Programs are hosting an ice cream social, Thursday, Sept. 3, from 1:30 to 2:30 p.m., on McKeldin Mall. All faculty and staff are invited to join in the celebration and personally greet the president and his wife as they are treated to one of Maryland's traditions—ice cream from the Dairy.

In addition to free ice cream, you'll enjoy live music by a jazz quartet. Popsicles also will be served. A chance to say hello to the Motes and enjoy a taste of Maryland make this a can't-miss event.

For a more in-depth look at President Mote and his first impressions of the university and his new job, see next week's *Outlook* (Sept. 8).

University Rolls Out New Visual Identity *Design Conveys Movement, Global Reach*

As the university welcomes a new president, C.D. Mote Jr., so, too, is it rolling out a fresh visual identity. The new graphic symbol and wordmark, pictured below, reflect the university's sense of momentum and pride, as well as its global reach in research and teaching.

Eight months in the making,

sense of momentum and the feeling that the university was entering a new era that would propel the university even further," she says. Words like ambitious, hardworking, prestigious, inclusive and traditional were heard many times over, giving Ashton and Associates a verbal picture for inspiration.

brought to the design was an intuitive sense of what the public reacts to."

"The visual identity that has been developed reflects both the dignity of our academic tradition and the energy of our recent momentum and bright future," says Flannery. An extensive process involving



UNIVERSITY OF MARYLAND

the new symbol is the creation of David Ashton and Associates (the Baltimore firm that provided the identity program for Camden Yards and the Orioles, the Ravens and the Atlanta Braves' Turner Field). The firm was guided by the University Marketing Task Force through a process that drew input from constituencies across the campus and beyond to define the elements that characterize the heart and soul of the University of Maryland.

"The design had to capture what the university represents," says Terry Flannery, executive director of university communications and director of marketing. In conducting research with various focus groups, including faculty, staff, students, alumni, friends and advocates, Flannery says the comments about the university were overwhelmingly positive.

"What kept coming through [the focus groups] was this

Because the university is at a defining moment in its history, it seemed a fitting time to update the visual identity. It's been 10 years since the campus was designated the flagship of Maryland's university system. More recently, action by the Maryland General Assembly made it possible for the university to refer to itself simply as the University of Maryland, giving the university additional incentive to proceed with an updated logo.

Will Linthicum, a consultant with Ashton & Associates who worked on this project, says, initially, the thought of developing a symbol for such a large university seemed daunting. "But we did an enormous amount of preparation and talking with faculty, staff and students to gather our verbal picture," says Linthicum. In many ways, he says, "this institution developed the identity through its words. What we

research, analysis and development of a marketing strategy was part of the groundwork for creating the new identity.

Included in that process was the presentation of some 157 different designs for the marketing task force's consideration. Refinements here and there took place, "but the wordmark we kept coming back to was this one," says Flannery. The type face was dignified and traditional—prestigious, she says. "And the sphere has a sense of movement, conveying energy and global involvement," Flannery adds. It also maintains the university's connection to the state through the use of the flag design.

After some four to five weeks of evaluating designs, the task force made its final recommendation to the Cabinet. From there, the pro-

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Maryland Welcomes Brightest Freshman Class Ever

Professional dancers, successful business people, playwrights, student government presidents, honor society members, newspaper editors. The university's class of 2002 surpasses any seen before, with average GPAs of 3.6, the middle 50 percent scoring between 1130-1310 on the SAT, and far-reaching interests and backgrounds.

"Not only are more students choosing the University of Maryland, but more talented students are choosing us," says Linda Clement, director of undergraduate admissions. There was a

five percent increase in the number of applications this year, and the number of students accepting offers of admission has increased four percent over the last two years. This year's freshman class is expected to be about 4,000.

Of those accepting admission, 25 percent scored a 1300 or better on the SAT and 10 scored a perfect 1600. Almost 600 students had GPAs of 4.0 or

better and 47 are National Merit/Achievement scholars.

As

Washingtonian

Magazine stated in a

December 1997 feature article on the rise of the University of Maryland, "The Terps are moving up, and we're not just talking basketball." In fact, in the past 10 years, average GPAs for incoming freshmen have risen from just under 3.0 to 3.6, SAT scores of the middle 50 per-

cent have gone from 980-1150 to 1130-1310, and the number of students with SAT scores above 1300 has increased from 193 to 1045.

Students such as Anoma Nellore, an incoming freshman, are choosing the University of Maryland over Harvard, Princeton, Yale, MIT, Johns Hopkins and other top-ranked schools. "The University of Maryland is allowing me to explore intellectually," says Nellore, whose 4.28 GPA and 1540 SAT score earned her a spot in the university's

Continued on page 2

Memorial Service Scheduled for James Robinson

James A. Robinson, associate professor of English, died last Aug. 2 at his home in College Park following a long battle with cancer. He was 53.

The English department is holding a memorial service for Robinson on Thursday, Sept. 3 at 3 p.m. in the main chapel of Memorial Chapel.

A native of Alexandria, La., Robinson received his B.A. *summa cum laude* from Kenyon College in 1967, and his M.A. from the University of Pennsylvania in 1968. He served three years in the Peace Corps in Ghana before returning to the United States to obtain his Ph.D. from Duke University in 1975.

Robinson was an internationally recognized authority on American playwright Eugene O'Neill, and taught at the university for 22 years. A Woodrow Wilson Fellow and member of Phi Beta Kappa, he also gave courses for the Smithsonian's Resident Associate Program, led post-performance discussions at Arena Stage, and lectured widely to community groups and at workshops for Washington teachers in the Center for Renaissance and Baroque Studies' CAST program.

Vice president of the Eugene O'Neill Society at his death, Robinson was the author of *Eugene O'Neill and Oriental Thought: A Divided Vision* (1982) and many scholarly articles and reviews. Principally, his writings focused on O'Neill, Arthur Miller and other modern American playwrights.

A much respected and beloved teacher, earlier this year Robinson endowed the James A. Robinson Awards for Excellence in Undergraduate Teaching. The two awards are meant to recognize outstanding teaching assistants in the English department to, in his words, "affirm our department's commitment to excellent teaching at all levels."

Robinson is survived by his mother, Eleanor Walker Robinson of Cleveland, his wife Susan Porter Robinson, daughters Malia and Melanie, a son, Nathan, and one grandson, William, all of College Park.



James Robinson

Maryland Rates Tops in Value Ranks among the Best 25 Public Universities in Nation

The University of Maryland has been named one of the top 25 values among the nation's public universities in this month's issue of *Kiplinger's Personal Finance Magazine*.

In explaining its rankings of the "Top 100 Values in State Universities," *Kiplinger's* noted, "The final formula gave greater weight (60 percent) to quality than to financial factors (40 percent) because we were seeking value, not just economy. Our goal is not an inexpensive education but a high-caliber education at the lowest possible cost."

The caliber of the education at the university can be seen, in part, in last year's *U.S. News & World Report* rankings. In its rankings of undergraduate business and engineering schools, the

University of Maryland was ranked among the nation's top 25 in both disciplines. And in graduate school rankings, the A. James Clark School of Engineering, the School of Public Affairs and the College of Education all ranked in the top 25. Several individual programs, including aerospace engineering, criminal policy, environmental policy, industrial organizational psychology and the College of Education's counseling program all ranked in the top 10 in the country.

With its top-ranked

programs and affordable tuition—\$4,699 in state—the University of Maryland continues to attract more and brighter students. No other public university in the state ranked better than Maryland in the *Kiplinger* report.



Best & Brightest Freshman Class Ever

Continued from page 1

highly-acclaimed Gemstone honors program. Gemstone integrates scientific and social issues in an interdisciplinary research project that spans all four undergraduate years.

"The Ivy League schools discouraged me from pursuing a double major, while Maryland is much more accommodating," Nellore also says she was impressed with the concerned, accessible admissions coun-

selors and professors she talked to before making her decision. She would like to pursue a double major in biochemistry and government.

Approximately 37 percent of the class of 2002 will be enrolled in programs for high-achieving students. These programs include University Honors, Honors Humanities and Gemstone.

"Gemstone embodies Maryland's commitment to the high-achieving student," says Nellore. "The program is innova-

tive in the way it prepares us for working in the real world that more and more requires interdisciplinary approaches to problems."

Maryland's diversity also attracted Nellore. New students hail from almost every state in the nation and more than 65 countries. Thirty-three percent of incoming freshmen are students of color. "Maryland, with 30,000 people from different walks of life and different cultures, is the real world," says Nellore.

Nagel and Herman Leaving Maryland for New Academic Posts

Ilene Nagel, associate provost for research and dean of the Graduate School, has accepted an appointment as executive vice chancellor at the University of California, Santa Barbara. She begins her new position effective Oct. 1. Charles Wellford will step into her position in an acting capacity at that time.

As executive vice chancellor, Nagel will be the chief operating officer for the university and will also serve as vice chancellor for academic affairs. In the UC Santa Barbara announcement, Chancellor Henry Yang praised Nagel's "energetic, personable style, and record of success in academia and government."

In making the announcement of Nagel's new appointment, Provost Gregory Geoffroy acknowledged her exceptional leadership of the Graduate School since her arrival in 1994. "She has led the Graduate School during a time of intense analysis of programs and has been a strong advocate for academic excellence across the spectrum of university activities," he said.

Calling her "a wonderful campus citizen," Geoffroy also noted her service on several important campus-wide committees, including APAC and the campus APT committee. Most recently Nagel chaired the Fulbright International Center program planning committee

and served as co-chair of the center's building campaign.

Richard Herman, dean of the College of Computer, Mathematical and Physical Sciences since 1990, has accepted an appointment as provost and vice chancellor for academic affairs at the University of Illinois at Urbana-Champaign. In addition to his role as provost, a position he begins later this fall, Herman will be appointed to the rank of professor in the U. of I. department of mathematics.

Selected from among 80 candidates in a national search, Herman was praised by Illinois Chancellor Michael Aiken for his "intelligence, his energy and his broad familiarity with the

issues confronting higher education nationally and at this institution in particular."

"The University of Maryland has been the beneficiary of Richard's energy and many administrative skills since he came to the campus as dean in 1990," said Provost Gregory Geoffroy. "Under his leadership, the College has continued its steady growth in reputation with many of its departments achieving national distinction for the quality of their research and educational programs."

Geoffroy also commended Herman as having been especially successful in bringing to the campus scholars of the highest caliber, as well as in

developing strong partnerships with federal agencies and national corporations. "He has been a major supporter of college and campus efforts to provide top quality programs and research experiences for undergraduates," said Geoffroy. "His strong dedication to promoting academic excellence has been felt throughout the campus, through his many contributions on a variety of important campus committees and councils throughout the years. His wise advice and counsel will be missed."

Geoffroy also notes that he hopes to appoint an acting dean soon.

Outlook

Outlook is the weekly faculty-staff newspaper serving the University of Maryland campus community. Vice President for University Advancement **Reid Crawford**, Acting Executive Director of University Communications and Director of Marketing **Teresa Flannery**, Executive Editor **Cassandra Robinson**, Editor **Jennifer Hawes**, Assistant Editor **Londa Scott Forté**, Editorial Interns **Kelley Fitzgerald**. Letters to the editor, story suggestions and campus information are welcome. Please submit all material two weeks before the Tuesday of publication. Send material to Editor, *Outlook*, 2101 Turner Hall, College Park, MD 20742. Telephone (301) 405-4629; e-mail outlook@accmail.umd.edu; fax (301) 314-9344. *Outlook* can be found online at www.inform.umd.edu/outlook/

George Cathcart Takes the Helm as University Relations Director

George Cathcart, former director of media relations at Arizona State University (ASU), has joined the university as director of University Relations. Overseeing a staff of nine, he coordinates media relations, public relations and internal communications activities. As director, he also provides public relations counsel to university President C.D. Mote Jr., and serves as university spokesperson.

Cathcart, who began the job Aug. 17, spent 13 years at ASU, nine as director of media relations. His responsibilities there included internal communications, media relations, providing counsel to the president and other university officials, issues management, crisis communications and serving as university spokesperson. Most recently, he served as senior associate of public relations for the Motta Company in Phoenix, Ariz.

"The university will benefit from George's professionalism, strategic communications experience, and understanding of the challenges and opportunities at a large public university," says Terry Flannery, executive director of university communications and director of marketing. "He is arriving at an exciting time for the university. He'll help make the most of a new era, under new leadership, when the university's momentum is literally propelling it into the top ranks of public research universities."

Cathcart enlisted in the U.S. Army in 1966 and, after serving in Vietnam, was honorably discharged as First Lieutenant in 1969. He received his bachelor of arts degree in journal-



George Cathcart

ism from George Washington University and a master's degree in geography from ASU.

"I am honored and humbled that the University of Maryland asked me to lead the University Relations office at such a vibrant time in the institution's history," says Cathcart. "This is a great opportunity for me as a professional communicator and as an advocate for higher education."

Thanks, Readers

Dear Readers,

With this issue, *Outlook* returns to its weekly publication schedule. Noted, right, are the publication dates for the 1988-1999 academic year. Deadline for each issue is roughly 10 days before publication. Please keep this schedule handy and refer to it throughout the year.

In a separate note, our thanks to the many readers who responded to our summer survey regarding mailing and distribution of *Outlook*. We are attempting to update our mailing list to ensure individuals and departments are receiving adequate numbers of copies, and that they're receiving *Outlook* in a timely manner. Your quick response to the survey has helped us immensely.

Don't hesitate to let us know of any address changes or delivery problems you may encounter in the coming year. We'll do our best to resolve the problem.

And, as always, we welcome your comments, story ideas and concerns. *Outlook* is accessible via e-mail at outlook@accmail.umd.edu, or you can reach us by phone at 405-4629.

Happy Reading.

The *Outlook* Editors

FALL 1998

- ☐ September 1
- ☐ September 8
- ☐ September 15
- ☐ September 22
- ☐ September 29
- ☐ October 6
- ☐ October 13
- ☐ October 20
- ☐ October 27
- ☐ November 3
- ☐ November 10
- ☐ November 17
- ☐ December 1
- ☐ December 8
- ☐ December 15

SPRING 1999

- ☐ February 1
- ☐ February 8
- ☐ February 15
- ☐ February 22
- ☐ March 2
- ☐ March 9
- ☐ March 16
- ☐ March 30
- ☐ April 6
- ☐ April 13
- ☐ April 20
- ☐ April 27
- ☐ May 4
- ☐ May 11
- ☐ May 18

SUMMER 1999

- ☐ June 15
- ☐ July 20

Henderson Named New Media Relations Specialist

A savvy public relations professional, world traveler and artist, E. Lyle Henderson recently joined the University Relations office as its newest media relations specialist.

Henderson is charged with providing media relations strategies and assistance to the College of Art and Humanities, Maryland Center for the Performing Arts, the Diversity Initiative, University Libraries, College of Library & Information Sciences and the Office of Continuing and Extended Education.

Henderson brings a lifetime of artistic appreciation to his new position at Maryland. "I was introduced as a child to all aspects of the visual and performing arts," he says, noting that his family holds a large art collection. Henderson also dabbles in the artistic realm, making stained glass windows, panels and contemporary sculptures.

Merging the worlds of art and media, Henderson brings his artistic creativity to his work. "Being a public relations practitioner involves much more than writing press releases," he says. "A keen sense of creativity allows me to approach various projects with a fresh outlook each time."

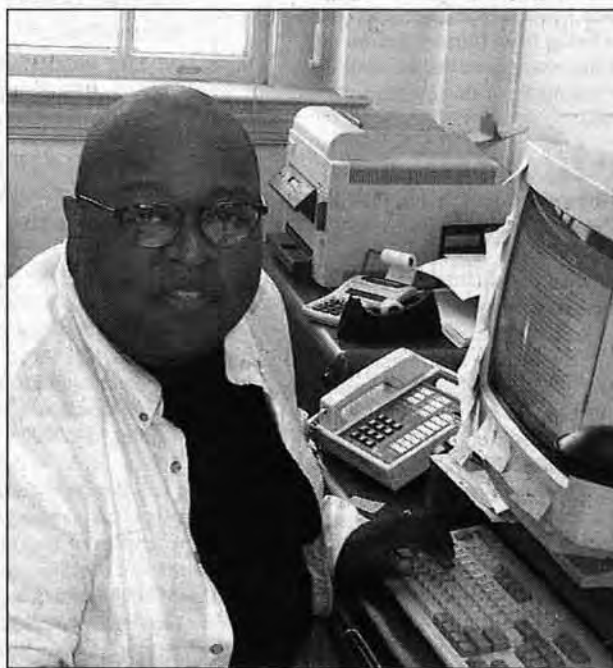
Before coming to Maryland, Henderson worked as a media relations specialist for the Dallas County Community College District. It was there he orchestrated more than \$1 million in media coverage and edi-

torial placements within the first 24 months on the job. He also established relationships with local ethnic press to increase urban communication coverage.

Henderson, in addition to his media relations duties in Dallas, taught part-time at Richland College where he designed and developed the curricula for a series of public relations courses. He also is a very active member in the Public Relations Society of America (PRSA), an organization he's belonged to since college.

Last year Henderson presented a lecture at the national PRSA/PRSSA convention in Nashville on the topic, "Sharpening Your Aesthetic Edge: Nurturing Creativity," which resulted in an invitation for a three-month guest lectureship at Fontys University in Eindhoven, Netherlands. He was invited to present another lecture at the PRSA convention in Boston later this fall.

When he's not involved with his university work or active in PRSA and other professional groups, Henderson enjoys traveling both stateside and internationally. An avid traveler, Henderson ranks Seattle and



E. Lyle Henderson

the Netherlands as two of his favorite places to visit. "My travels have enhanced my public relations skills by helping me to better understand target audiences and segmentation," he says.

Henderson can be reached by phone at 405-4627 or by e-mail at ehenders@accmail.umd.edu.

—LONDA SCOTT FORTÉ

Outlook Publication Schedule - Fall 1998 - Spring 1999

Your Guide to University Events

Dateline Maryland

September 1 - 10

September 1

10 a.m. - ISR Systems Seminar: "Upgraded Linear Induction Accelerator X-ray Facility," Jian Jun Deng, Institute of Fluid Physics, China Academy of Engineering Physics, 2168 A.V. Williams Bldg. 5-6634.

September 2

7:30 - 9:30 a.m. - "Good Morning Commuters!" Free doughnuts, coffee and information. Stamp Student Union Atrium. 4-5274.

6 - 9 p.m. - "Introduction to Mathematica," class introduces the basic principles of a world class mathematical tool that can perform complex mathematical operations such as integration and differentiation in symbolic mathematical notation. Rendering data in either 2-D or 3-D also is taught. 4404 Computer and Space Sciences Bldg. #224. 5-2941/2940.*

All day, Evening - "Late Night" at the Union. Stamp Student Union is open late for your convenience every Wednesday.

7 p.m. - "Satellite Sensing of Emissions from Indonesian Forest Fires," John Burrows, University of Bremen, Germany. 2400 Computer and Space Sciences Bldg. 5-5391.

September 3

10 a.m. - 3 p.m. - Part-Time Job Fair - Students can search for part-time jobs—on and off campus—as well as Federal Work-Study opportunities. Hornbake Mall. www.CareerCenter.umd.edu or 4-7225.

10 a.m. - 6 p.m. Exhibition of the works of Cecilia Mandrile and Milagros Ponce de Leon. Cecilia Mandrile's installations combine elements from many cultures to create her works and Milagros Ponce de Leon's mysterious and suggestive figurative paintings offer the viewer the opportunity to ask questions and wonder about the possible answers. Parents' Association Gallery (1st floor, Stamp Student Union). 4-8493.

3:30 p.m. - "Remote Sensing of Atmospheric Constituents Using UV, Visible and Near IR Spectroscopy," John Burrows, University of Bremen, Germany. 2400 Computer and Space Sciences Bldg.

4:30 p.m. and 6 p.m. - "Getting to Know Your WAM Account." This short course is designed to introduce the WAM user to the concepts involved in using the WAM account. The class will cover composing and sending electronic mail, saving and deleting mail and managing electronic discussion groups. 3330 Computer and Space Sciences Bldg. 5-2941.

6 - 9 p.m. - "Introduction to Mathematica," class introduces the basic principles of a world class mathematical tool that can perform complex mathematical operations such as integration and differentiation in symbolic mathematical notation. Rendering data in either 2-D or 3-D also is taught. 4404 Computer and Space Sciences Bldg. #224. 5-2941/2940.*

September 7

10 a.m. - 6 p.m. - Eric Celarier's sculptures will be on view in nine display cases throughout the Stamp Student Union until Sept. 30. Celarier's "zoomorphic" forms portray animals from a metaphorical perspective, biological kinds which may have come into being from human technology and the changes in the environment that results from these advances. 4-8493

10 a.m. - 6 p.m. Exhibition of the works of Cecilia Mandrile and Milagros Ponce de Leon. Cecilia Mandrile's installations combine elements from many cultures to create her works and Milagros Ponce de Leon's mysterious and suggestive figurative paintings offer the viewer the opportunity to ask questions and wonder about the possible answers. Parents' Association Gallery (1st floor, Stamp Student Union). 4-8493.

September 8

2 p.m. - "VICTOR & Periodical Indexes," an introduction to using VICTOR and two periodical indexes. 4133 McKeldin Library. 5-9070.

4 p.m. - "Fundamental and Applied Studies of Ferroelectric Thin Films," Ramamoorthy Ramesh, associate professor of materials and nuclear engineering. 1410 Physics Bldg. 5-3401.

4:30 p.m. and 7:30 p.m. - "Getting to Know Your WAM Account." This short course is designed to introduce the WAM user to the concepts involved in using the WAM account. The class will cover

composing and sending electronic mail, saving and deleting mail and managing electronic discussion groups. 3330 Computer and Space Sciences Bldg. 5-2941.

6 p.m. - 9 p.m. - "Introduction to Mathematica," class introduces the basic principles of a world class mathematical tool that can perform complex mathematical operations such as integration and differentiation in symbolic mathematical notation. Rendering data in either 2-D or 3-D also is taught. 4404 Computer and Space Sciences Bldg. #224. 5-2941/2940.*

September 9

7:30 - 9:30 a.m. - "Good Morning Commuters!" Free doughnuts, coffee and information. Stamp Student Union Atrium. 4-5274.

4 p.m. - "VICTOR & Periodical Indexes," an introduction to using VICTOR and two periodical indexes. 4133 McKeldin Library. 5-9070.

Pure View: Art Beyond the Surface

With a mix of rich textures and media, this year's Crosscurrents exhibit, sponsored by the Art Gallery, goes more than skin deep. "Pure View," guest curated by Kristen Hileman, features the artwork of seven regional artists. "Skin—a beautiful metaphor, a complex unifier and sometimes divider, a critical organ we often take for granted—is the element the curator has chosen to link the artwork of James Huckenphaler, Susan Boscarino, Jo Smail, Michael Russell, Jae Ko, Elizabeth Williams and Michael Weiss," note Art Gallery administrators.

The works, says Hileman "are skin-like tools of inspiration and communication, conceptually and visually sharing the provocative minimal-

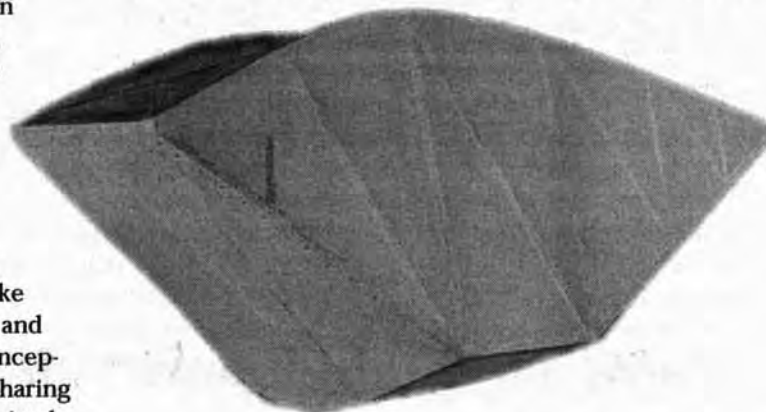
ism of the human membrane."

Each fall, the Art Gallery hosts Crosscurrents. Created to showcase the work of contemporary artists from the greater Maryland and Washington, D.C. area, this exhibition provides a forum for regional curators and artists independent of commercial considerations.

Pure View's opening reception is Wednesday, Sept. 2 at 5:30 p.m. A

Gallery Walk with the artists and guest curator takes place Thursday, Sept. 24 at 7 p.m. The Art Gallery is open Monday - Friday, 11 a.m. to 4 p.m. Thursday, 11 a.m. to 9 p.m. and Saturday, 11 a.m. to 5 p.m. For more information, call 405-ARTS.

Above, "Twine," an oil on canvas piece by Michael Weiss. Below left, "Yaw" (wood, muslin, wax and oil paint) by Michael Russell.



September 10

1-4 p.m. - "Introduction to HTML," open to faculty and staff only. Computer & Space Sciences Building. www.inform.umd.edu/ShortCourses.

6 - 9 p.m. - "Introduction to Mathematica," class introduces the basic principles of a world class mathematical tool that can perform complex mathematical operations such as integration and differentiation in symbolic mathematical notation. Rendering data in either 2-D or 3-D also is taught. 4404 Computer and Space Sciences Bldg. #224. 5-2941/2940.*

Calendar Guide

Calendar phone numbers listed as 4-xxxx or 5-xxxx stand for the prefix 314- or 405-. Events are free and open to the public unless noted by an asterisk (*). Calendar information for Outlook is compiled from a combination of inform's master calendar and submissions to the Outlook office. To reach the calendar editor, call 405-7615 or e-mail to outlook@accmail.umd.edu.

Building Lasting Partnerships

Chinese Execs. Spend Six Months on Campus Learning about Free Market Economy

President Clinton's nine-day state visit to China last July helped forge closer relations between the world's most powerful nation and its most populous one. But the media blitz surrounding the event captured the attention of many Americans, allowing us to take a first glimpse inside the country since its 1989 appearance on the world stage when the drama at Tiananmen Square unfolded.

Long before the president left American soil last July, the University of Maryland had already welcomed and befriended 30 senior administrators and executives from Anhui Province, Maryland's sister province in China. The 30 were learning the fundamentals of a free market economy during a six-month program sponsored by the Institute for Global Chinese Affairs.

The group, ironically named "Cross Century Leaders," was made up of prominent young mid-level Chinese administrators who will likely rise to even higher leadership roles in their country's government, business and industry in the coming century. "It is important for us to establish new relationships that will help us build new and lasting partnerships for the next century," says Zhong Jiancheng, a deputy director-general with the Anhui Provincial government's general office.

The cooperative research project was composed of key provincial leaders, a mayor, a county executive, director of foreign affairs, agricultural policy directors and deputy chief executive officers of several corporations. The delegation arrived at the university in February.

"The young leaders fully engaged in

studying the American way of business, government and market economy," says Chuan Liu, professor of physics and deputy director of the institute. "Besides studying English and computer science, the leaders learned the fundamentals of American policy, economic development and environmental protection. Other topics analyzed issues surrounding budget processes in federal and state governments and social change in an information age.

In reaction to the president's trip abroad, Zhong notes, "It's very common to see President Clinton give a speech in public," referring to Chinese television broadcasting of such events. However, after watching CNN, C-SPAN and other television programs, many in the group blame the outdated views some Americans have of China on a bias media.

The officials hope what they learned during their experience in America can be adopted to further improve their own communities. Officials note Anhui is a poor, rural province of 60 million people. Split by the Yangtze River in eastern China, it has an agricultural-based economy. Several farming experts were also a part of the delegation.

With Memorial Chapel as the backdrop for a small and intimate graduation ceremony on a hot and humid July afternoon, each of the Chinese leaders was recognized for participating in the learning exchange. Interim President and Vice President for Academic Affairs and Provost Gregory Geoffroy lauded the delegation as women and men of vision who are bridging the change of old to new in Anhui Province for the next cen-



Physics professor and deputy director of the Institute for Global Chinese Affairs Chuan Liu, above right, presents a certificate to one of the 30 Anhui Province executives who completed the six-month program on free market economy, at a Memorial Chapel ceremony last July.

tury. He challenged them all to prepare to assume new responsibilities in the workplace by continuing to promote the exchange of ideas and information.

The Institute for Global Chinese Affairs exists to promote a better understanding of Chinese-American relations by recognizing different historical experiences and cultural values; emphasizing common interests of peace, prosperity

and stability, and developing workable strategies to resolve and avoid conflicts. The Institute provides opportunities for scholars, leaders and policymakers to work harmoniously to identify issues, analyze challenges and devise solutions that will lead to workable policy formulation and implementation.

—E. LYLE HENDERSON

Students Take Two Top Ten Spots in Motorola Computer Chip Contest

Two student teams from the University of Maryland placed among the top 10 finalists for a national computer chip application design contest sponsored by Motorola. The university was the only school to place two student groups in the top 10.

The contest required each student team to create a new use for the company's latest microcontroller computer chip, the MC68HC12. Such chips are used in computer systems that are "embedded" within all kinds of devices ranging from alarm clocks and VCRs to automobiles, nuclear reactors and the Mars Rover robot. The Maryland students, all from the department of electrical engineering, were recognized for designing a home automation system for a solar-powered beach house, and a computer-controlled electric train. Students on both Maryland teams received \$500 each, an Indiglo Timex watch and a plaque.

"It was definitely a big surprise," says Sujaya Srinivasan, a graduate student who co-designed the home automation

system. "We just took a chance. We never expected to do so well, although we knew our idea was new and that it was good."

The 1998 Motorola University Design Contest, part of Motorola's University Support Program, was open to students in the United States, Canada and Mexico. Motorola distributed chips to more than 700 teams in January 1998, but only 35 teams met the minimum criteria of 75 points to be eligible to submit the entries into the contest. The 10 best entries were selected for distinction.

Students' entries also will be published in the MC68HC12 Student Applications Guidebook, which is designed to assist future students in the selection of projects and serve as a reference for classrooms and laboratories.

"The University Design Contest is an excellent method for students to unleash their engineering abilities and be publicly acknowledged for it," says Greg White, general manager of Motorola's Transportation Safety and

Chassis Systems Division. "Motorola recognizes the importance of industry and academia cooperating to accelerate the development and application of new technologies."

Professor David Stewart, coordinator for both student projects, agrees. "Support from industry members such as Motorola ensures that our young engineers receive the best in cutting-edge education, and have exposure to the types of research that will enable them to develop tomorrow's embedded systems technologies."

The home automation system, designed by Srinivasan and Moussa Ba, features a computer controlled, solar-powered beach house, in which each appliance and electronic function in the house is automated by the microcontroller chip. The project is designed for a house that is completely isolated, with no access to water lines, electricity or phone lines. The house features cellular phone technology, a solar-powered water well, burglar alarm system and appliance monitor, all controlled by

a computer and powered by a lead-acid battery system.

The computer-controlled train, designed by students Thomas Carley, Elizabeth Rosenfeld, and Angelo Capili, was designed to study error correction and control in a simulated train system, as well as to provide a user with a visual, auditory, tactile and realistic means of interacting with the trains. The system design includes optical sensors to detect the train's location, tools to control the speed of the train, temperature sensors and a 7-segment LED that depicts where the trains are on the tracks.

Students on both projects designed everything from scratch, from implementing an idea to both the hardware and software production.

"It was a lot of fun," says Carley, who also works as a research in the university's Software Engineering for Real-Systems laboratory. "I had to keep reminding myself that this was supposed to be work."



NOTABLE



Maryam Alavi, professor and past chair of Information Systems, has been appointed to head the newly established Learning and Knowledge Networks Program in the Smith School of Business. The program will focus on the application of information technology to enable effective knowledge transfer and business practices.

Alavi also is the recipient of the Orkand Corporation Professorship in Information Systems which recognizes leading-edge research in business and technology applications and teaching excellence in developing future business leaders to compete in the information age and the knowledge economy.

Pat Cleveland has been appointed assistant dean for undergraduate programs at the Smith School of Business. For the past six years, she was the assistant dean for student academic services at the University of Hawaii's College of Business. Cleveland brings a strong background in teaching and academic administration. Her research interests include organizational change, particularly the implementation of new information systems in organizations.

Before joining the University of Hawaii, Cleveland held administrative and faculty positions at other institutions. She served as director of academic and regulatory affairs for Bowling Green State University's Department of Intercollegiate Athletics. She also is a former director of undergraduate advising in the College of Arts & Sciences at the University of Kansas. In addition, she has served on the faculties of Ft. Lewis College in Colorado and Ottawa University in Kansas.

She has a Ph.D. and M.A., both in sociology, from the University of Kansas.



Maryam Alavi



Pat Cleveland

Physics professor **John Layman** received the Melba Newell Phillips Award from the American Association of Physics Teachers. The award is given only occasionally to

AAPT leaders who display a truly unique life of creative leadership, dedicated service and exceptional contributions. He received a \$4,000 award, a certificate and an inscribed medal.

Dean of Libraries **Charles Lowry** has been appointed to a three-year term on the Research Libraries Advisory Committee of the Online Computer Library Center, Inc. (OCLC). The appointment runs through June 30, 2001.

The Advisory Committee helps OCLC better understand the needs and future direction of academic research libraries. Although a portion of committee meetings is devoted to briefing committee members on developments at OCLC, the major purpose is for OCLC to gain feedback from committee members.

Edward Redish, professor of physics, received the American Association of Physics Teachers' Robert A. Millikan Award, which recognizes a teacher who has made notable and creative contributions to the teaching of physics. Redish was presented a \$4,000 award, a certificate and an inscribed medal.

Two new representatives and their alternates have been selected by the Council of University System Staff (CUSS) Election Committee as follows:

Laurence Lauer is the exempt staff representative and **Marvin Pyles** is his alternate;

Carol Prier is the secretarial/clerical representative and Cynthia Gaye is her alternate.

Outstanding Administrative Assistance Earns Three Secretaries Top Honors

With a total of 43.5 years of combined service to the university, the three recipients of this year's President's Commission on Women's Issues Clerical/Secretarial Awards exemplify the treasured traits of diligent work and great customer service.

This year's recipients: Joyce Alexander, Sue Krueger and Pauline Robinson received their awards during the annual Professional Concepts Exchange luncheon last May.

Joyce Alexander, executive administrative assistant in Stamp Student Union and Campus Programs, is quite familiar with the university, having worked here for the past 30 years.

Alexander assists the director of the Union and Campus Programs Office, James Osteen in managing administrative duties such as scheduling meetings, receiving phone calls and visitors, plus answering inquiries concerning the student union. She has served on the Classified Issues Committee, CQI Quality Service Track Planning Committee and chaired the Stamp Student Union Award of Excellence Committee.

"Joyce Alexander is just one of those very rare individuals who is a top performer in her

work, enjoys wonderful relationships with her co-workers and is a tireless contributor to the life of the campus community," says Osteen.

For the past seven years, award recipient **Sue Krueger** has worked as an administrative assistant in the department of kinesiology. Her main responsibility is being secretary to four faculty and the graduate director.

Jane Clark, professor in the department, describes Krueger as professional, dependable, caring, a clear communicator and a problem solver. "One of Sue Krueger's most remarkable characteristics is her sincere interest in other people," Clark says. "She cares about people and it shows in everything she does. She will do anything for anyone at anytime—no matter the cost to herself."

David Clarke, professor and chair of the department of kinesiology also notes Krueger's caring nature. "Perhaps the most important feature of her work in this role is her willingness to undertake any problem that arises and solve it with care and concern," he says. "She has been extremely supportive to the large number of women graduate students in the department and has on several occasions

provided support way above the norm."

Pauline Robinson, executive administrative assistant in the Office of the Vice President for Academic Affairs, plays a key role in making sure the Provost's Office runs smoothly. Her duties include overseeing a complex filing system, preparing materials for archiving and setting up special events given by the provost. She also assisted with the Middle States Association Accreditation Review and the review of academic deans.

"She is a primary resource for the Provost's Office; because of her excellent attitude, organizational skills, dependability and strong sense of personal responsibility, Pauline is assigned to serve as staff support on major projects that often have repercussions for the university off-campus as well as on-campus," says Joanna Schmeissner, assistant to the provost.

In addition to her work at Maryland, Robinson volunteers for a number of community activities, such as cooking meals for SOME (So Others May Eat) and serving as a board member at Temple Shalom.

1998-1999 GRB Awards Granted

The following are university faculty who were granted General Research Board awards for 1998-99. Awarded by the Office of Graduate Studies and Research, two awards are given each academic year: the GRB Research Support Award, which allows recipients to purchase materials and equipment essential to research projects and the GRB Distinguished Faculty Research Fellowship, which allows the recipient to spend an entire academic year on a research project.

General Research Support Awards

COLLEGE OF AGRICULTURE AND NATURAL RESOURCES

Veterinary Medicine
Robert Heckert, "Development of an Improved Avian Cell Expression Vector"

COLLEGE OF ARTS AND HUMANITIES

Art History & Archaeology
Ekpo Eyo, "Bantu Excavations"

Communication
Shawn Parry-Giles, "Image-making, Ideology, and the First Lady: Mediated Images of Hillary Rodham Clinton"

COLLEGE OF EDUCATION

Special Education
Kimber Malmgren, "Cooperative Learning in Inclusive Classrooms: Effects on Students with Behavioral Disorders"

COLLEGE OF LIFE SCIENCES

Biology
Gerald Wilkinson, "Genetic and Cultural Evolution in Amazona Parrots"

Chemistry & Biochemistry

Jeffrey Davis, "Self-Assembled Ionophores"
GRB Distinguished Faculty Research Fellowships

COLLEGE OF ARTS AND HUMANITIES

English
Mary Helen Washington, "Radical Integration: African American Writing and Activism of the 1950s"

COLLEGE OF LIFE SCIENCES

Chemistry and Biochemistry
Devarajan Thirumalai, "Navigating the Energy Landscape of Biomolecules"

COLLEGE OF COMPUTER, MATHEMATICAL AND PHYSICAL SCIENCES

Physics
Richard Prange, "Fredholm Theory of Quantum Chaos"

New Visual Identity

Continued from page 1

posed identity was presented to test groups of students, staff, faculty and alumni for feedback.

Linthicum says the design is not a dramatic departure from previous symbols. "It's not meant to be any more than an expression of this place and its identity," he says.

Introduced late last month, the new symbol and wordmark soon will be making a regular appearance all across campus during the first phase of implementation. Last week's new student celebration saw the image featured on goodie bags and a welcome banner. Fans at home football games will see it on drinking cups.

"Our mission is to get the identity out for people to use," says Flannery. With that in mind, a mini-guide that gives a sense of how to use the new identity has been distributed among the deans, directors and department heads.

Stationery, envelopes, business cards, nametags, mailing labels and certificates with the new graphic symbol and wordmark are all available through University Printing, although departments are free to use up any current stationery in their supply. University Publications will be working with University Printing, the sign shop, aITs, and outside vendors to equip suppliers with the material they need to produce goods for the university using the new mark.

In the next stages of the roll out, the university is working on guidelines for use of the mark for the university's home page, publications, signs, vehicles and in ceremo-

nial applications.

Come October, a full style guide in print and electronic versions will be ready. Flannery says this will be a more thorough guide for the campus to use when trying to integrate the new look in its many formal and informal communications.

A visual identity web site is accessible at www.umd.edu/identity. There, you can see the various versions of the new identity and each version's appropriate use.

For information and answers to general questions, contact the Office of University Marketing at 405-1011 or e-mail identity@acc-mail.umd.edu. For stationery orders and related questions, contact University Printing Services at 405-9500.

—JENNIFER HAWES

The new university seal, below, will be reserved for more formal applications, such as at ceremonies, in presidential communications and on diplomas and certificates.



Visitor Center Enjoys Spacious New Home



Visitor Center student employee Susan Madren, left, welcomes a visitor and assists her in getting where she needs to go.

At the university's newly-renovated Visitor Center, large windows, subtle colors and a pleasant, informative staff provide visitors with their first glimpse of campus.

Following months of renovation, the expanded Visitor Center opened its doors July 6 in conjunction with the long-awaited Dairy reopening. With its expanded area comes an auditorium and a refreshing new look, which Visitor Center advocate Nick Kovalakides says soon will be enhanced by hanging pictures. Previously contained within 81 square feet, the Visitor Center has grown to a whopping 970 square feet.

When visitors arrive at the new center, they are guaranteed a greeting by a smiling Kovalakides or another welcoming staff member. "It's a fun job," says Kovalakides. "You get to help people and they

don't feel lost."

After signing the guest book and receiving a temporary parking pass, campus map and appropriate directions, visitors are set to explore the university.

Because 44 percent of the center's visitors are prospective students and their families, the center is closely tied with the Office of Undergraduate Admissions, says Kovalakides. The center's auditorium was originally developed as the site of the "Up Close Program," through which Undergraduate Admissions provides potential university students with campus tours and information.

To assist with various informational programs and educational presentations, Kovalakides says the center is planning to incorporate audio and visual equipment such as a video projector and screen. If a

student misses a campus tour, the Visitor Center auditorium will be equipped to provide individual videos introducing the campus and its offerings.

According to Kovalakides, the center is planning to extend the use of the auditorium to members of the university community. Faculty, staff and students will be able to rent the auditorium for receptions, luncheons and programs when the center is closed. Rentals will occur during the center's "off" hours. Currently, Visitor Center hours are 8 a.m. to 5 p.m. Monday through Friday and 9 a.m. to 3 p.m. Saturdays.

For more information about renting the auditorium, contact Kovalakides at 314-9893.

—KELLEY FITZGERALD

Honors Program Spotlights as Ivy League Experience at Bargain Price

The university's Honors Program got another feather in its cap last week as *U.S. News and World Report's* 12th annual guide to "America's Best Colleges" focused its spotlight on places where outstanding students can get "a top-quality education at a bargain price."

"The best honors programs offer an Ivy League experience at less than half the price," the magazine proclaims in the lead to the story about honors programs at Maryland, the University of Georgia and the

University of Texas at Austin. Among the hundreds of honors programs offered by universities across the United States, "The best are found at large state-supported universities," the magazine says.

"We have worked tirelessly over the past years to construct an academic program in Honors that is both rigorous and imaginative," says Sandy Mack, director of University Honors. "The *U.S. News* article confirms what our students are telling us: we are succeeding."

Students are sending that message in several ways, including comments from several in the *U.S. News* article, which mentions Nurit Schmerler, who chose Maryland over Columbia; Jennifer Wolbransky, who turned down the University of Pennsylvania in favor of College Park; and Luke Currano, who picked Maryland in spite of an offer from the Massachusetts Institute of Technology.

Currano, a mechanical engi-

neer participating in the Honors Program's innovative Gemstone program with students from a variety of disciplines, says he and his Gemstone teammates plan to propose "Something new that no one else has thought of" when they report on their four-year mass transit project.

"The quality of Honors students has soared over the past few years," Mack notes. The middle half of this year's freshman Honors students had SAT scores ranging from 1260 to

1460, on par with mid-range students at Penn, Columbia, Brown and Johns Hopkins University. "These are the greatest young people to work with," Mack says.

As for the bargain part of the equation, resident tuition at Maryland this year is \$4,699, and non-resident tuition is \$11,221, compared with \$30,000 or more at the nation's most selective private institutions.

COLLEGE PARK SCHOLARS

Day of Service

Last Thursday, more than 700 freshmen pitched in to help schools prepare for opening day, clean up streams and parks, repair homes of senior citizens and stock food banks as part of the third annual Day of Service for the new class of College Park Scholars (CPS).

According to KerryAnn O'Meara, CPS coordinator of experiential education, this Day of Service helps the new Scholars develop a sense of identity and community among themselves while demonstrating the kind of active learning associated with the College Park Scholars program.

More than 35 sites in College Park and beyond were visited by the Scholars, including Paint Branch Elementary, where Scholars cleared a nature trail and prepared classrooms, and the Howard B. Owens Science Center, an interactive elementary science center that needed assistance with the upkeep of its herb, flower and medicinal plant gardens.

"Service Day is a very special way for our students to get to know each other, a faculty member and their new home—the city of College Park," says O'Meara. "It's also a way to give back to the community of College Park for the many resources it provides the university and its students."



for your interest

upcoming events • lectures • seminars • etc.

Make Room for Handel

Make room in your 1998-99 season for the Maryland Handel Festival and conference—an exciting weekend celebration of George Frideric Handel—Friday, Nov. 6 through Sunday, Nov. 8. The festival features conductor Paul Traver leading the University of Maryland Chorus and Smithsonian Chamber Orchestra in two stunning oratorios, "Alexander Balus" and "Joshua," with soloists Amanda Balestrieri, Leneida Crawford, Sherri Karam and Charles Reid.

Noted Handel expert Anthony Hicks will give a lecture sponsored by the American Handel Society; and a major conference featuring

Baroque Scholars will focus on the topics "Handelian Construction of Women" and "Handel in London."

Call 405-5568 for a brochure and more information

Swing All Night

You're invited to "swing" as a volunteer at the 17th annual All-Niter. Beginning at 4 p.m. Sept. 25, the all-niter features swing bands, swing lessons, children's programs, an international festival, a Frank Sinatra impersonator, movies, karaoke and more.

If you're interested, call 314-8494 or 314-7158.

Creative Dance Opportunities

The Creative Dance Lab, sponsored by the department of dance, presents an eight-week Fall session beginning Oct. 1. Saturday classes include creative dance for 4-6 year olds, basics in modern dance for 7-11 year olds, and modern dance technique and yoga for 12 years to adult. Modern dance and yoga also will be offered on Thursday evenings, as well as improvisation and performance workshop for teens and adults.

All classes will be working toward a performance in April 1999, showcasing the work of each level. To receive a brochure and registration form, call 405-7039.

A Prayer Breakfast

The Black Ministries Program Annual Prayer Breakfast will be held Friday, Sept. 11, in the Stamp Student Union Atrium at 8:15 a.m. Breakfast will be served and

the program will begin on time. Tickets are \$10 for students; \$15 for all others.

Contact Anne Carswell at 314-7759 or Yvette Nickerson 405-9005 for more details.

Request for Nominations

Last April, former president William E. Kirwan sent out a call for nominations for the President's Medal and the President's Distinguished Service Awards. The President's Medal is the highest honor the College Park campus bestows upon a member of its own community and it is intended to recognize the accomplishments of an outstanding member of the university community who has made significant contributions to the advancement of the university. The President's Distinguished Service Awards recognize those employees who enrich the campus community through intellectual, social, cultural and service contributions.

The Awards Advisory Committee requests that nominations for all categories be submitted by Friday, Sept. 4. The awardees will be honored at the fall convocation on Oct. 13.

If you need another copy of the "call for nominations," please call Sapienza Barone in the President's Office at 405-5790.

Sculpture on Display

Eric Celarier's sculptures are on view in nine display cases throughout the Stamp Student Union through Sept. 30. His "zoomorphic" forms portray animals from a metaphorical perspective—biological kinds which may have come into being from human technology and the changes in the environment that results from these advances. Celarier received a B.A. from the University of Maryland and completed his M.F.A. at the University of Cincinnati, Ohio.